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1939

1939 Model

Papershell Pecan Trees

O. S. GRAY PECAN NURSERY, Arlington, Texas



PAPER SHELL PECAN VARIETIES

Budded On Our Own "Tested Rootstocks."

O. S. GRAY PECAN NURSERY, ARLINGTON, TEXAS



BURKETT (W). Very popular western variety. Large 40 per lb. Thin shell. 56% plump, rich kernel that everybody likes to eat. Mid-season ripener. Round shape, easily identified by public. Very scab resistant among western sorts. With insect control and proper pollination, it is a heavy producer, coming into bearing at a fairly early age. Making a fine record on sandier soils.



WESTERN SCHLEY (W). First choice of some because of early and heavy production. About 55 per lb. 60% kernel. Good quality. Good flavor. Moderately early ripener, vigorous, healthy grower. Good yard tree. This variety in our opinion is one of the very best for locations with good moisture and fertility where it will grow splendid nuts. Higher in per cent of meat and scab resistance than Texas Prolific.



SQUIRREL'S DELIGHT (W). Early and heavy producer. Large 50 per lb. Medium shell. 56% kernel. Excellent flavor. Larger than Texas Prolific, more scab resistant and more kernel; and we have seen it perform better under extreme dry conditions. Vigorous grower. Most scab resistant of all Risien Varieties.

Extra early ripener and should do well in Oklahoma in early fall frost districts. A splendid variety. Large, showy nut and the earliest good seller on the market.

JERSEY (W). A small nut, 65-85 per lb. Named because of its "Rich flavor like Jersey milk." Paper-thin shell. A real paper shell that yields 60-63 per cent kernel. We consider this Risien pecan one of the finest to use about the home. Kernel is splendid keeper.



SUCCESS (E). Most popular eastern variety in Texas. Large, 40 per lb. Kernel 52%, rich and plump. Medium shell. Fairly early producer, becoming highly productive with age and should, therefore, be used in moist, fertile locations so it can fill well. Ripens uniformly in mid-season. Rarely sprouts in husk. Highly resistant to scab. A good seller. Buds out late in spring.

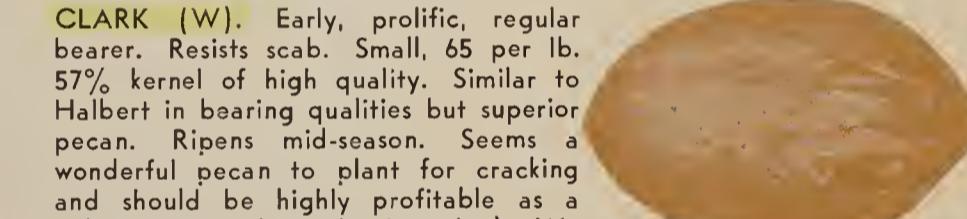
ONLIWON (W). Attractive, thin shelled, medium large nut. 55-60 per lb. 60% kernel of good quality. Early and heavy producer on good land with ample moisture, and not recommended for unfavorable locations. Scabs rather badly in damp bottoms. Customers who buy good Onliwon nuts always like them and call for more. Excellent cracker. Mid-season ripener. Easy to thresh.

DELMAS (E). Productive with age and has been very profitable because of its large size, nice shape and attractiveness. More susceptible to scab than other eastern sorts listed. Too late in maturing for North Texas and Oklahoma. We think it lacks somewhat in quality. 40 per lb. 47% kernel.



SAN SABA IMPROVED (W). Medium size, 60 per lb. Ranks with Eastern Schley in fine quality. 60% kernel. A heavy producer after it comes into bearing, though not an early bearer. Ripens moderately early. Seems more scab resistant than Western Schley. Apparently fills well in sandy upland locations. Not a large nut, but a good one rapidly increasing in popularity. One of the very best.

CLARK (W). Early, prolific, regular bearer. Resists scab. Small, 65 per lb. 57% kernel of high quality. Similar to Halbert in bearing qualities but superior pecan. Ripens mid-season. Seems a wonderful pecan to plant for cracking and should be highly profitable as a "filler" variety (see planting plan). We have known this variety over ten years. This pecan is good enough for both a table nut and a shelling pecan and we are not hesitating to recommend it to our customers. Origin, San Saba County, Texas.



SCHLEY (E). Ranks next to Success in popularity among eastern sorts. Unsurpassed quality and flavor of kernel. Large, 50 per pound. Fully 60% kernel. Increasing in popularity especially in the central district where with age it is performing as a fine producer with soil and moisture. Recommended in uplands of East Texas and bottom lands of Central and Western districts. This large, thin-shell nut with full rich kernel always sells at a premium. Sometimes sprouts in the shell.

MOORE (E). An amazing producer. Bears early, bears heavily and ripens early enough to be one of the first on the market. Twigs and fine leaves resemble western type. Small, 67 per lb. 50% kernel of good flavor. A splendid cracking pecan that was somewhat neglected because of its size, but a profit maker for all who planted it. Fully as resistant to scab as Success. No modern planting plan for eastern section is complete without it. Provides early pollen for other varieties.



IDEAL

Our New Scientific Pecan Tree Root Treatment

It costs us \$1,200.00 to buy a pound of the new chemical for treating the roots of our pecan trees, but it makes new roots grow abundantly and quickly on transplanted trees. Scientists of the U. S. Dept. of Agriculture, using this new substance, obtained 100% rooting where, without it, none grew. Read elsewhere for more about this new treatment.

HINTS ON SELECTING PECAN VARIETIES

Use the map as a general guide in choosing between Eastern (E) and Western (W) varieties. Area "E-W" is most difficult; in general use eastern varieties in lowlands and western in uplands. If a variety is not satisfactory, or if a better variety should be discovered, the trees may be rebudded in later years to any desired kind.

PECAN VARIETIES SHOULD BE CHOSEN FOR A DEFINITE PURPOSE

Too many people have selected their pecan varieties for only one thing; namely, "Size." As a result, many inferior pecans have been planted, as some of the largest varieties such as Mahan and Nelson, two of the largest, are good examples of nuts that have been notoriously poor fillers in our territory. We have discontinued Halbert and Texas Prolific, for we feel other varieties are more profitable. We make a constant study of actual performance of pecan varieties in bearing orchards over our territory so that we can give the very best suggestions to our customers in their choice of the most profitable kinds for their own use.

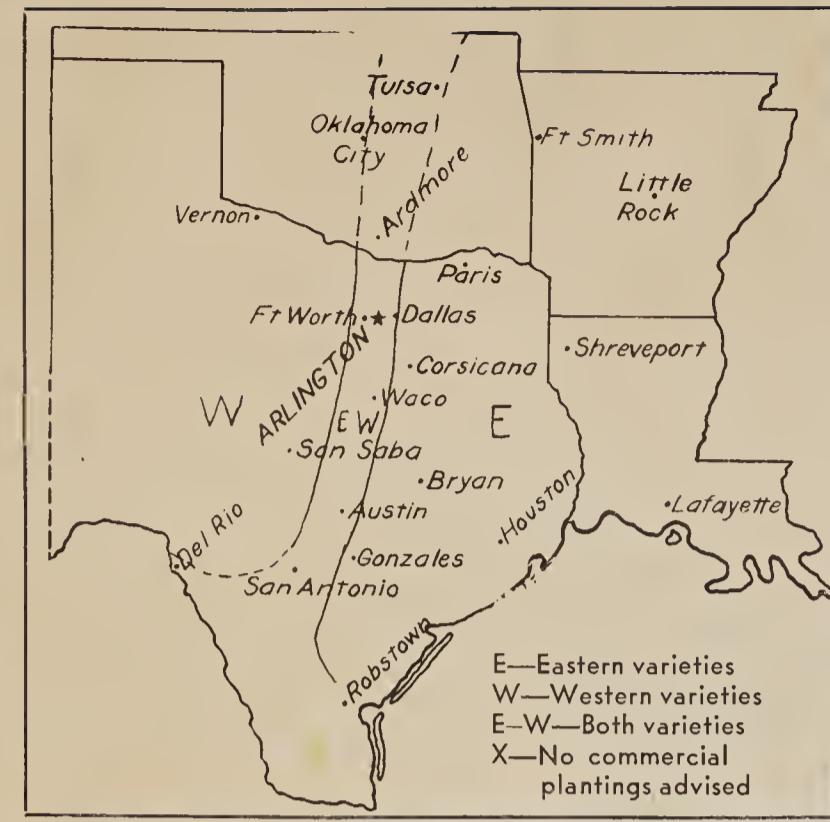
DON'T OVERLOOK VARIETIES FOR SHELLING

The bulk of our pecan production, as in the past, always will pass through a commercial shelling plant before being consumed, and the sheller prefers a medium size pecan that will turn out a high proportion of meats.

When 100 lbs. of the ordinary wild or native pecans are shelled, about 36 to 40 lbs. of meats are obtained. From 100 lbs. of such nuts as Clark and Jersey, we obtain about 60 lbs. of meats—or fully half as much more than the natives. For this reason alone, if a pound of native pecans is worth 6c, these others are worth 50% more, or 9c per pound.

IMPORTANCE OF TONNAGE - YIELD

The largest and finest pecan in the world is worthless commercially unless it will bear good crops. From a money-making standpoint, a variety that will give a high yield is of utmost importance. The heavy-yielding varieties, not the shy-bearers, will continue to be the most profitable.



New Varieties We Are Recommending

THE NEW BRAKE PECAN



THINNEST SHELL OF ALL

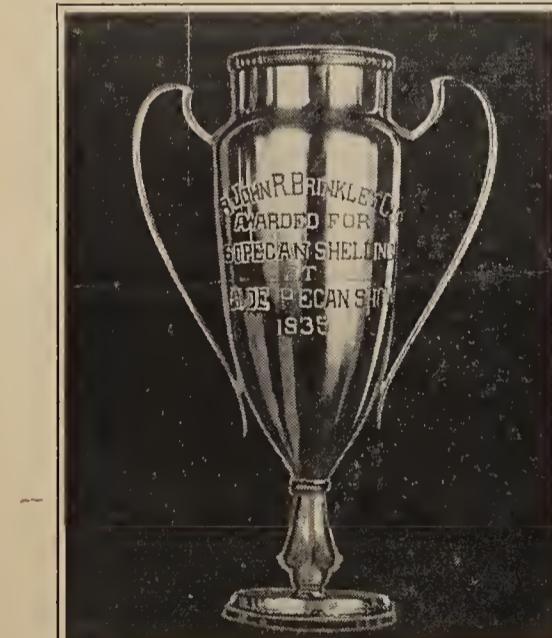
If there could be such a thing as a perfect pecan, this must be the nearest thing to it yet produced. Extraordinarily thin shell, about same thickness as an eggshell. Regular shape. Smooth, plump kernels, 60% to 66% of total weight. We never have seen its equal in cracking-cut qualities. Bears 2 to 5 nuts per cluster. Very regular fruiter, early producer.

The original Brake pecan tree, recently, at 25 years of age, was one foot ten inches in diameter, five feet two inches in circumference. Beautifully shaped for a wonderful shade tree. It has been a very persistent and regular bearer of good crops. Its mother tree from which the nut came that was planted to produce the Brake, was over 100 years old when cut down; a beautifully shaped tree about 100 feet high.

This is the first patented pecan variety. Introduced by Mr. Wm. Brake, Rocky Mount, North Carolina. We have exclusive distribution of this wonderful pecan for the Southwest. It has been tested in Texas, now for four or five years and some good reports are coming in to indicate that it may prove to be a good commercial variety for us. We are not recommending it yet for extensive planting in commercial orchards.

The Brake variety has been fruited in Texas at Uvalde, Bastrop, San Saba and Arlington, where it has been an early-bearer. We have a very limited number of trees for distribution this year and will select orders so that they may be distributed over our territory.

Cup awarded to Brake for "Best Shelling Pecan"—1934



We are very careful about recommending new pecan varieties, and from a long list that we have had in our experimental block, we are selecting the following with our recommendation for extensive trial.

DESIRABLE

One of the largest nuts and most delicious flavor. It is larger than Stuart and has thinner shell than Stuart or Success.

Origin Mississippi about 1915-20 and lost until discovered by U. S. Dept. of Agriculture who sent us buds for test about four years ago. Excellent cracking and separating quality. Light colored shell. Comes into bearing early and promises to be one of the heaviest producers. Scab-resistant. We think this is perhaps the most valuable addition to eastern varieties that has been made in years. One of our friends who has been watching this new pecan with us, already has over 1,000 trees of this variety and says it continues to show up better than anything else he has tried in the way of newer varieties. It has size, quality, flavor; is a good cracker, early-bearing, healthy, and prolific, and that's a lot to say about any pecan.



X COY

Two new pecans that mature perfectly in Southern Kansas where they originated. There is a definite need for more good varieties that will mature properly north of Central Oklahoma where frost catches some. We believe these will become standard varieties as soon as we have an opportunity to know them better.

TISSUE PAPER has one of the thinnest shells; long shape with rounded ends; sweet, oily and fine flavor. A beautiful meat.

COY is slightly larger than Tissue Paper, and one of the most attractive nuts in bulk that we have seen. An excellent kernel that comes out clean.

"A Pecan Tree Can't Be Any Better Than Its Roots"

That's why we have improved the roots as well as the tops of our trees.

"Good Blood at Both Ends of the Tree"

THE J. A. EVANS VARIETIES

IDEAL, ZENITH and NUGGET

Mr. J. A. Evans of Arlington has been a close student of pecans for 30 years. Last year we arranged with him to distribute his IDEAL, ZENITH and NUGGET varieties, and quite a number of trees were sent to our customers.

We regret to announce that our supply of trees of these varieties for this season (Fall 1938-Spring 1939) has already been exhausted.



Papershell Pecan Trees That Bear Young

Some Things Pecans Might Do for You

Pecan Trees Will Pay Your Taxes. Ten good pecan trees should pay as much as \$100 in taxes each year, and a hundred should provide \$1,000 annually for taxes and other expenses. Many farms could easily utilize 50 to 100 papershell pecan trees in fence corners, along creek banks, about houses, etc., where the land would hardly be missed.

Pecan Trees Will Repair Tenant Houses. If the ordinary farm tenant house is provided with ten papershell pecan trees "on the halves," the owner's half should provide enough money each year for house paint and repairs.

Old Age Pensions Or Old Age Security? No elderly couple with 100 mature, bearing papershell pecan trees on good soil should ever be dependent upon relatives or charity, for an average annual crop of only 100 lbs. papershell pecans per tree at a low price of 15c per pound will pay them \$1,500.00 per year.

Providing Annual Income. Would you like to provide for an income of \$2,000 per year? Then 200 bearing, mature papershell pecan trees in good soil should do it.

Pecan Trees Will Educate Your Children. One hundred papershell pecan trees should keep a boy or girl (perhaps two of them) in College by providing \$1,000 per year for that purpose throughout the life of the orchard, perhaps for 100 years or more.



Baby pecan orchard, just starting out in life. Over 2,000 trees from our nursery in this planting. This is going to be one of the finest pecan orchards in the whole country.

Over 5,000 trees on our "Tested Rootstocks" in this fine orchard, now 3 to 4 years old. Hundreds of them are beginning to bear. Good soil—good trees—good varieties—good care, is the formula for success.



A 5-year old pecan orchard. Between 5,000 and 10,000 trees from our nursery. Many of them are bearing. Vigorous, husky looking trees, aren't they?



Young Papershell Pecan Orchard

Only 8 years old

Trees of the Moore variety averaged over 30 lbs. per tree 7th year.



• We set a young orchard, now beginning to bear in its 5th year that we are hoping will beat the above record. Our formula for a profitable pecan orchard is GOOD SOIL, GOOD TREES, GOOD VARIETIES, GOOD MANAGEMENT.

Double (or More) the Value of Your Farm

Pecan Orchards Increase Land Values

• Increase in land value has been the foundation of many fortunes. Only two generations ago our grandfathers were able to buy some of the best land in Texas and other pecan states for 25c to \$1.00 per acre. And all that they had to do to become wealthy was to hold on to it for a few years until it became worth \$100 to \$300 and even more per acre.

• When a man with land worth \$25 or \$50 or even \$100 per acre can do something to make it worth \$500 per acre, surely the proposition is worth serious consideration, and there is a lot of land today on which this very thing is possible.

What is Pecan Land Worth?

• Some say \$1,000 per acre; others more; others less. An interesting question, but one that can hardly be answered correctly, any more than, "What is an acre of cotton land worth?" We have pictured here an



\$150 worth of pecans per acre per year for three consecutive years

acre of pecan trees in Comanche County, Texas, from which the owner sold \$150 worth of pecans per acre per year for three consecutive years. What is this land worth today? Not many years ago, it had a market value of about \$15 to \$30 per acre.

Increase Value of Waste Places

• Thousands of farms have overflow land where crop growing is hazardous, upon which pecan orchards could be developed with tremendous profit. Others have ditch banks, small bends in the creek, and other relatively waste areas that would grow profitable pecan crops. In recent bad crop years, the taxes on many a farm was paid with "pecan money." The owner of a fine pecan tree standing in a field near the Oklahoma line told me, "My renter's wife and children always counted on the pecans from that tree to buy their winter's supply of clothing."

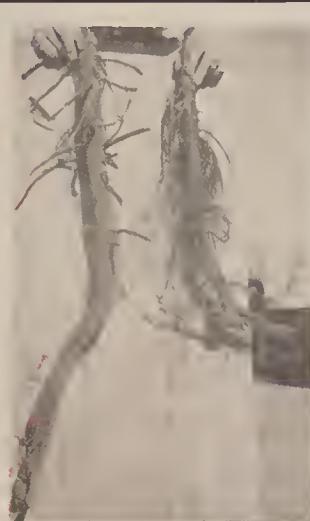
Some "Pecan Economics"

• A first-class acre of pecans will produce more pounds of pecans (and at much less expense, too) than a pound of seed cotton. An acre of rich bottom land pasture that would hardly produce more than 150 lbs. of dressed beef, could produce 1,000 to 2,000 lbs. of fine papershell pecans that would be equal in total food value to 4,000 to 8,000 lbs. of beef. Which will make the most money? And a lot of good bottom land can be used to pasture cattle and at the same time grow pecans in the tree-tops.

IT DOESN'T TAKE LONG TO GROW A BEARING PECAN ORCHARD



Our New Scientific Pecan Root Treatment



This New Chemical Costs Us \$1,200 per Pound

Remarkable growth of new pecan roots at the end of the first summer after transplanting shown on tree (right) was stimulated by our scientific root treatment. Compare with untreated pecan root at left.

Amazing Scientific Discovery

• Just a few years ago, some scientific workers discovered some complicated chemical substances that possessed the ability to stimulate the growth of new roots on both the stems and roots of plants that were otherwise very difficult or impossible to root.

• Workers in the U. S. Pecan Laboratory in Texas began a series of laboratory experiments in which they were able, by use of this new chemical growth-promoting substance, to get 100% rooting of pecan root cuttings. Without it they had failed completely. This was the basis of our pecan root treatment that we offered our customers in Spring of 1938.

Improved Method of Treatment

• Our TESTED ROOTSTOCKS, introduced several years ago, marked an improvement in pecan trees. Last year we were the only nursery to offer trees with the new scientific root treatment that causes new roots to grow quickly and abundantly.

• We furnished the scientific workers of the U. S. Pecan Laboratory with trees for a series of tests of methods of application and strength of doses. The illustrations show some results of these tests, and now we offer an improved and perfected treatment, the first nursery to give its customers the benefit of this new Scientific Discovery.

We are the First to Offer This New Scientific Root Treatment. Our Customers Get the Benefit.

PRACTICING WHAT I PREACH



Profitable Sandy Land Pecan Orchard

MORE PROFITABLE THAN FIELD CROPS



• An acre of the above trees in a sandy land orchard near Arlington makes more money, says the owner, than if the acre would produce 3 bales of cotton. What do you think they will do in a few more years, for you can see they are now young trees? A prominent grower says that his books show that for a period of years on rich bottom land, if he had had only one pecan tree per acre he would have made more money from pecans than he received for cotton.

IMPROVED WALNUTS

THOMAS BLACK. A very fine walnut with comparatively thin shell, cracks easily, and the light-colored kernel is easily extracted in quarters, with quite a few halves. Delicious, old-time flavor. Everybody knows about the beauty and long life of walnut trees. Walnut trees have also been highly prized for their wood. Quite a number of varieties of black walnut have been tried in our territory, but the Thomas has been a heavy producer and has done better than the others that we have seen tried. Fine shade trees.

WILSON WONDER ENGLISH. Produces enormous walnuts. Trees bear young and are good producers. Recommended about homes, but not for commercial planting in our territory. We have had a number of them growing here for several years, but very few good nuts have been produced. Many people, however, like to have an "English Walnut" tree, and it seems to be all right for shade purposes.

INVESTING IN PECAN LAND

• We believe that good pecan land constitutes one of the safest and most attractive real estate investments. It has been selling much below its actual value, and it has not only paid good dividends, but is certain to increase in value as the pecan industry develops and people come to appreciate the value of FIRST-CLASS pecan land.

• We know of purchases of this sort that have paid from 12% to 20% annual return during the depression years and that are now worth perhaps two or more times their purchase price. Strange as it may seem, it has always been true that real, first-class agricultural land of any sort often can be bought for very little more per acre than mediocre land. As long as this is true with pecan land, we think that it one of the safest and soundest investments.

We are Agents for First-Class Pecan Land

• For the benefit of our customers and for those who would like to invest after assuring themselves they are not making any mistake in the adaptability of the soil for commercial pecan growing, we have made a business of locating and listing TESTED pecan properties, where we have already investigated and tested the soil and can certify to its adaptability to pecans.



We made thorough soil tests before our client purchased this tract of land for a 3,000 acre pecan orchard. We not only test soils prior to purchase, but we also determine the most profitable pecan soils on farms and ranches already owned by prospective orchardists.

Locating Pecan Land for Purchasers

• We have had clients write us that they would like to consider the purchase of pecan land in certain districts, and we have been able to locate satisfactory tracts in quite a number of instances. If you would like to know what is available in any of our territory, write us about what you would like to have and perhaps we can assist you just as we have a number of others. This is one of the regular services that we render. Write us your wants.

O. S. GRAY PECAN NURSERY
ARLINGTON, TEXAS

Pecan Trees That Live and Grow

Here Is What Customers Tell Us

"Mr. Gray, I sent a man to count all the dead trees in the planting of nearly 2,500 obtained from you last spring, and he reports only SIX dead in the entire lot."

"The 100 trees we bought from you last year have all done exceptionally well. A number of pecan experts have inspected them and all agree they are as fine a lot of young trees as they have seen."

The Secret of Our Success

• Once a visiting nurseryman asked if I would mind telling him my "secret" for growing trees, and became offended, refusing to believe I was telling the truth when I told him that I had none. We have no secret process, but like other professional men we have developed our own special technique.

Excellent Growing Conditions

• In the first place, our splendid root system is due to both our TESTED pecan and our special type of SOIL we selected for our nursery. We prefer to grow a tree, not with a lot of hair-like roots like a corn stalk, or a long tap root with a few lateral roots, but with ample good sized laterals that live when transplanted.

Care at Digging

• Digging is carefully supervised, and after trees are dug, they are not exposed, but are handled from the field in wet straw and dipped immediately in MUD. They are packed to arrive with this mud still damp and the customer who transplants without letting this protective coating of mud dry out, knows his trees are in fine condition.

WHAT ARE TESTED ROOTSTOCKS?

• Did you know that our papershell pecan trees really are made up from parts of TWO different trees, united by budding?



• SECOND, the entire root system, or underground portion, grows from a single pecan nut. Some seed nuts give weak-growing rootstocks (roots) and others produce rootstocks of outstanding vigor and stockiness.

"Good blood at both ends of the tree"

Improving BOTH ENDS of the Tree

• Over 10 years ago we decided that if we could find a better ROOTSTOCK, we could unite our papershell top to it and thereby produce a better tree. Why not an IMPROVED ROOTSTOCK on the bottom of the tree as well as an improved papershell top; a DOUBLE-IMPROVED tree, or one improved at "both ends"?

• During more than 10 years we have been testing seed pecans from more than 1,000 different trees, planting them side by side. Workers from the U. S. Dept. of Agriculture have checked our tests in a number of cases. Seed nuts from some trees produced tall, spindly seedlings; from others came dwarfs and weaklings; BUT a very few, we found to produce seedlings of outstanding uniformity, more food and moisture under the same growing conditions.

• Results came. From more than 1,000 different seed in our plant testing blocks, have come our tested rootstocks that enable us to offer trees improved at BOTH ends.

The Basis Upon Which We Solicit Business

Quality — by successful transplanting, rapid growth, years of profitable production, etc. Our first aim is to grow the finest and best tree that science and skill can produce. Our tested rootstocks, used exclusively in our nursery, are the result of about 10 years of scientific experiments, resulting in "Good blood at both ends of the tree."

Service — reasonable assistance that may help develop beautiful and profitable pecan orchards. Often we are able to render a service worth more to the customer than he actually paid us for trees. This does not increase the price of our trees, but adds greatly to their value to our customers.

Fair Dealing — We believe in a "square deal," where both the buyer and seller are better off because of the transaction. Dishonesty and misrepresentation drive off customers who sooner or later learn the truth. We are in business to stay and deal with our customers so that they remain greatly to their value to our customers.

Price — Our price is very little unless the customer is satisfied as to quality and service, and is assured that he is getting most for his money. Our list of satisfied customers is ample proof of the fact that we give our customers as much or more for each dollar as they can get anywhere.

• Thousands of farms have overflow land where crop growing is hazardous, upon which pecan orchards could be developed with tremendous profit. Others have ditch banks, small bends in the creek, and other relatively waste areas that would grow profitable pecan crops. In recent bad crop years, the taxes on many a farm was paid with "pecan money." The owner of a fine pecan tree standing in a field near the Oklahoma line told me, "My renter's wife and children always counted on the pecans from that tree to buy their winter's supply of clothing."

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Mr. Pecan

OUR 1939 MODEL Papershell Pecan Tree

Is Improved at Both Ends

"A Pecan Tree Can't Be Any Better Than Its Roots"

That's why we have improved the roots as well as the tops of our trees.

"Good Blood at Both Ends of the Tree"

O. S. GRAY PECAN NURSERY Arlington, Texas

BEARING SIZE PECAN TREES



**Transplanted From Our Orchard
To Your Home**

A New Landscape Service for Tree Lovers

FOR QUICK RESULTS

With our new Scientific Root Treatment, or with a specially designed box to retain a ball of earth, we can move bearing pecan trees from our orchard to your home, and save you five or more years time.

These trees have already borne from one to four crops of pecans, and they are sufficiently large to add immediately to the attractive appearance of any home. This saving of time both in production and landscape value causes these trees to have a special appeal.

The Pecan is one of the longest-lived and most beautiful of all trees. It supplies both shade and nuts; beauty and utility.

Pecan Trees Make Attractive Homes

NO HOME IS COMPLETE WITHOUT TREES. The attractiveness of the home pictured above is enhanced greatly by the shapely pecan tree in the foreground. It requires trees to complete the picture and make a house, "A place of beauty, so attractive that every passing stranger inquires, 'Who lives in that lovely home'?" Truly, a home without trees always seems to be lacking in some way.

ONE FOR EACH MEMBER OF THE FAMILY

WHY NOT A PECAN TREE FOR EACH MEMBER OF YOUR FAMILY? A pecan tree is something that outlives the planter, and is a beautiful and useful legacy that can be passed on to several generations yet unborn, and many of us have a special reverence for some tree planted by a father or grandfather who long ago passed on, but whose thoughtfulness lives on in the tree.

The Peoples of all generations have loved trees, and trees have been one of the great blessings of man—nuts, fruits, shade, shelter, fuel, protection and so on.

Prices and specifications gladly furnished. We can furnish photographs or illustrations of a wide range of sizes. Some of the most popular have been the \$2.50, \$3.50, \$5.50, \$7.50, \$12.50, \$15.50 and \$17.50 sizes. If you are interested, write for our special, illustrated price sheet on Special Shade Tree Size Pecan Trees. It's free.



First Summer—Quick Shade
for a Hospital